

Message Text

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PAGE 01 SOFIA 00489 091145Z

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ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 /017 W

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R 091000Z MAR 76

FM AMEMBASSY SOFIA

TO STATE WASHDC 0914

INFO USIA WASHDC

UNCLAS SOFIA 0489

FOR CU/EE; USIA FOR ICS/PF, IEU FROM AMBASSADOR

E.O. 11652: NA

TAGS: SCUL, BU

SUBJ: AMERICAN ART REPRODUCTIONS

REF: USIA 5166

1. CONSIDERING COST ESTIMATES (REFTEL) FOR EMBASSY (THROUGH USIA) TO RENT COLOR TRANSPARENCIES OF AMERICAN PAINTINGS FOR PROF. STOIKOV'S BOOK ON AMERICAN ART, AMBASSADOR BELIEVES WE SHOULD MAKE A MORE CONCERTED EFFORT TO OBTAIN TRANSPARENCIES DIRECTLY FROM MUSEUMS TO STOIKOV. HE THEREFORE IS SENDING TELEGRAMS TO THE EIGHT NON-GOVERNMENTAL MUSEUMS SIMILAR TO FOLLOWING, WHICH WE ASK CU/EE TO RELAY TO SMITHSONIAN'S NATIONAL GALLERY OF ART:

2. BEGIN MESSAGE: PROF. ATANAS STOIKOV, DIRECTOR OF THE BULGARIAN CENTER FOR THE STUDY OF ART IN SOFIA, HAS APPROACHED YOUR MUSEUM, I UNDERSTAND, FOR ASSISTANCE IN PUBLISHING A BOOK ON AMERICAN ART. THIS BOOK WOULD BE UNIQUE IN BULGARIA AND WOULD MAKE A SIGNIFICANT CONTRIBUTION TO AMERICAN-BULGARIAN UNDERSTANDING. THERE IS A DEARTH OF KNOWLEDGE ABOUT AMERICAN CULTURE IN BULGARIA, AND HIS BOOK WOULD CONTRIBUTE IN AN IMPORTANT DEGREE TO A BETTER APPRECIATION OF AMERICAN ART AMONG BULGARIANS.

PROF. STOIKOV HAS, I AM TOLD, ASKED THE NATIONAL GALLERY OF ART FOR THE LOAN, FOR A PERIOD OF SIX MONTHS, OF COLOR TRANSPARENCIES OF THE PAINTINGS " DR. DAVID

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ROGERS" BY RALPH EARL AND " THE SKATER" BY GILBERT

STUART WHICH ARE IN YOUR COLLECTION. UNDERSTANDABLY, SINCE YOU HAD NO KNOWLEDGE ABOUT PROF. STOIKOV AND HIS PROJECT, AND ESPECIALLY ABOUT THE WAY IT WOULD BENEFIT THE AMERICAN IMAGE IN BULGARIA, YOU REPLIED THAT A RETAL FEE WAS REQUIRED.

WHILE MODEST ENOUGH BY AMERICAN STANDARDS, THE FEES CHARGED BY AMERICAN MUSEUMS WOULD CALL INTO QUESTION THE VIABILITY OF PROF. STOIKOV'S PROJECT. CONVERTTIBLE CURRENCY IS DIFFICULT TO COME BY FOR BULGARIANS, AND THE BOOK WOULD BE SOLD FOR WHAT BY AMERICAN STANDARDS IS A PITTANCE. THE BUDGET FOR THIS PROJECT IS SMALL, SO THERE IS NO QUESTION OF PROFITS INVOLVED, AND THE BOOK WILL BE SOLD ONLY IN BULGARIA.

I SINCERELY HOPE YOU WOULD FIND IT POSSIBLE TO CONTRIBUTE TO THE OBJECTIVES OF OUR CULTURAL PROGRAM IN BULGARIA BY WAIVING THE RENTAL FEE FOR THIS EXCELLENT PROJECT.

MJRTIN F. HERZ
AMERICAN AMBASSADOR
END MESSAGE.

3. AFTER TWO DAYS, TO GIVE TIME FOR THESE MESSAGES TO BE RECEIVED AND ABSORBED, COULD CU/EE OFFICER TELEPHONE THE NINE MUSEUMS INVOLVED TO (A) EXPRESS DEPARTMENT'S AGREEMENT WITH MY MESSAGNN (B) OFFER TO SEND TRANSPARENCIES BACK-AND-FORTH VIS DIPLOMATIC MAIL, AND (C) OBTAIN MUSEUMS' RESPONSES FOR RELAY TO US? (WE PRESUME CU/EE STILL HAS STOIKOV'S LIST OF DESIRED PAINTINGS; DESIRED TRANSPARENCIES ARE DESIGNATED "IN COLOUR.") WE BELIEVE MUSEUMS WILL BE MORE RECEPTIVE TO FOLLOW-UP APPROACH BY DEPARTMENT, RATHER THAN USIA.
HERZ

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ARTS, CULTURAL EXCHANGES
Control Number: n/a
Copy: SINGLE
Draft Date: 09 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976SOFIA00489
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760088-0981
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760379/aaaacsch.tel
Line Count: 94
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 31 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <31 AUG 2004 by meiwc>; APPROVED <08 DEC 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AMERICAN ART REPRODUCTIONS
TAGS: SCUL, BU, US
To: n/a
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006